

Total Canada A12+ M-Su 5a-1a : Spring 2020 Diary	Universe %	NEWS/ TALK		AC		TODAY'S COUNTRY		CLASSIC HITS		HOT AC		TOP 40		AOR		CLASSIC ROCK		ALT. ROCK		SPORTS		CLASSIC COUNTRY		ALL NEWS		AAA	
#STATIONS LISTED IN GUIDE NOTE: NON-MEMBER STATIONS NOT LISTED BUT INCLUDED	483	88	18%	59	12%	56	12%	48	10%	48	10%	43	9%	31	6%	26	5%	12	2%	12	2%	8	2%	3	1%	2	0%
		%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX	%	INDEX
SEX																											
MALE	49	50	101	38	77	44	89	55	112	39	80	42	86	73	147	69	141	60	121	90	183	48	97	56	114	37	76
FEMALE	51	50	99	62	122	56	111	45	88	61	120	58	114	27	54	31	61	40	79	10	19	52	103	44	86	63	123
AGE																											
12-17	7	1	8	2	29	3	40	2	24	3	46	6	88	2	29	3	43	2	28	1	11	2	26	1	13	3	42
18-24	9	1	14	4	40	7	80	5	51	6	68	12	131	7	74	6	67	8	81	3	27	6	61	1	8	3	35
25-34	15	5	35	9	56	16	107	11	74	18	118	23	150	19	122	12	80	30	196	16	104	10	65	6	41	33	217
35-44	16	10	63	14	87	12	73	17	101	20	122	26	160	22	133	14	83	30	181	26	160	10	60	10	60	29	175
45-49	7	6	91	7	107	7	100	12	178	10	148	9	133	10	149	9	129	11	162	9	133	5	67	8	117	10	138
50-54	7	8	104	10	135	9	116	14	195	10	131	9	115	14	188	14	193	8	105	8	108	5	70	12	168	7	89
55-59	7	9	124	12	158	10	134	12	164	10	135	5	73	11	146	17	235	6	76	10	138	8	107	11	146	9	122
60-64	9	13	152	14	167	11	128	13	147	9	106	5	57	10	112	14	158	4	48	10	116	11	123	14	167	5	63
65-74	14	27	195	20	146	16	118	12	83	11	76	4	25	6	40	9	65	2	16	13	94	24	173	21	148	1	10
75 PLUS	8	19	254	8	101	9	112	3	38	3	37	1	13	1	8	2	20	0	1	4	55	20	267	16	212	0	1
HOURS WORKED																											
NONE	34	46	135	33	96	31	91	23	67	22	64	17	51	16	48	20	59	14	41	21	61	43	128	39	114	8	23
1-19	9	7	76	7	74	6	66	6	61	6	64	8	83	4	40	6	61	6	70	5	58	8	83	6	60	4	42
20-29	6	5	77	7	106	5	84	5	82	7	108	6	97	6	89	6	89	7	115	4	71	7	115	5	77	5	74
30 PLUS	46	38	82	50	109	54	117	63	138	62	136	66	144	72	157	66	143	71	154	68	147	36	78	48	104	82	177
HHLD INCOME																											
UNDER \$39,999	14	15	112	18	129	16	113	12	90	16	113	12	85	12	85	13	91	8	59	8	60	25	184	13	93	7	50
\$40,000-\$49,999	6	7	117	8	125	6	105	6	98	6	105	7	108	9	143	7	110	2	38	3	43	9	145	4	72	5	75
\$50,000-\$59,999	6	8	120	8	122	8	127	7	111	7	114	6	91	7	106	7	114	5	78	5	80	8	119	6	97	6	98
\$60,000-\$74,999	10	11	114	11	113	12	124	12	122	12	119	11	113	12	119	11	111	9	94	12	119	12	118	9	95	15	152
\$75,000-\$99,999	14	13	94	15	103	13	92	15	103	14	100	16	110	16	110	15	108	18	125	16	112	12	83	13	91	21	144
\$100,000-\$124,999	13	12	95	12	91	11	87	13	102	15	114	14	110	15	114	16	119	17	132	16	125	9	65	13	102	17	127
\$125,000 - \$149,999	8	7	80	6	78	7	80	9	107	7	83	8	102	9	107	7	83	13	152	11	134	6	72	10	127	10	123
\$150,000 - \$199,999	9	7	81	6	70	8	84	8	93	8	87	8	94	8	87	8	92	13	144	10	111	3	33	8	94	13	143
\$200,000 OR MORE	8	7	81	5	60	7	82	6	71	6	75	9	105	5	65	6	76	9	104	13	151	4	43	10	122	5	64
CHILDREN < 12 ?																											
YES	20	12	58	15	73	16	81	17	82	25	125	30	147	24	117	15	76	29	144	21	103	14	71	12	61	38	187
MARITAL STATUS																											
NEVER MARRIED	30	14	47	18	59	23	76	21	69	24	81	36	121	27	90	23	78	34	114	22	75	15	51	17	56	19	65
MARRIED OR COMMON LAW	56	64	114	65	115	60	106	66	116	63	111	53	94	63	111	61	108	58	103	67	118	63	111	68	121	72	128
SEPARATED OR DIVORCED	6	9	167	8	136	7	133	8	138	7	133	7	118	7	127	9	169	5	91	7	122	5	89	6	109	5	93

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OCCUPATION														
SENIOR MANAGER/EXECUTIVE	2	3143	286	281	286	281	276	2100	271	295	4190	162	4181	4167
MIDDLE & OTHER MANAGER	6	697	692	692	8124	8132	8126	7105	698	9140	14221	458	8126	581
PROFESSIONAL	16	16104	1169	960	1064	1488	1594	854	747	17106	1171	428	16104	24153
ADMINISTRATIVE / OFFICE SUPPORT	7	466	13198	10160	10148	11175	13203	698	697	8128	466	686	698	19294
TECHNICAL/SKILLED OCCUPATIONS	6	688	694	570	8120	8117	9133	9139	8125	10156	11166	339	578	10153
TRADES OR SKILLED EQUIPMENT OPERATORS	6	6100	7113	14214	15230	7116	9141	23361	23355	15238	8125	13206	7116	15230
SPECIALIZED SALES AND SERVICE	2	284	2105	2100	3163	3137	3174	2111	2105	4221	6305	168	3168	3179
OTHER SALES & SERVICE	9	442	10113	999	9100	10116	12138	998	11130	777	780	672	559	666
LABOURER	4	248	4100	6132	7152	6127	5116	11243	8175	7155	6127	6125	248	252
SELF EMPLOYED	6	7130	696	7123	7119	6111	475	698	6100	6105	9161	14253	7116	472
GROCERIES SPENT PAST 7 DAYS														
LESS THAN \$100	14	20137	18124	18126	15101	1389	1072	14101	16108	1178	1497	23163	16113	1069
\$100 - \$149	25	28113	29118	27111	27111	25100	2289	24100	26107	25103	25103	28112	27109	28113
\$150 - \$199	19	1897	1898	19100	19102	20105	21112	20108	21114	19100	20109	1790	1794	25134
\$200 - \$249	14	1282	1393	1497	15102	18124	17116	15102	1394	1389	1499	1176	15103	17120
\$250 OR MORE	15	964	1177	1281	1386	15101	19130	16108	1390	22150	17114	1283	1392	1173
PRINCIPAL GROCERY SHOPPER														
SELF	33	47141	43130	37111	37110	39117	3297	2986	3193	2577	2575	43128	39119	44134
SELF AND OTHER MEMBER(S) OF THE HOUSEHOLD EQUALLY	31	3198	33104	33104	34108	32102	34109	36114	32103	41132	39126	2888	35111	2992
BEER PAST 7 DAYS														
1-3	15	18120	16108	1493	15103	19124	15101	18121	17113	21141	20135	1277	16103	24159
4-6	7	7109	691	8114	9136	7103	7102	10155	12186	9142	14208	689	7106	14215
7 OR MORE	7	7111	7100	10155	12174	7106	7112	17253	17258	14205	15223	570	577	10148
WINE PAST 7 DAYS														
1-3	17	23136	20120	1381	1593	20119	18107	1483	1381	19111	19117	1061	17103	30182
4-6	7	11164	9137	688	799	8124	690	691	682	7101	7107	461	8113	11164
7 OR MORE	5	9198	5117	370	5111	5117	483	493	478	491	5117	354	6128	9185
COOLERS PAST 7 DAYS														
1-3	4	261	4103	6167	6175	5139	5139	5125	4122	5147	381	5136	267	4100
4-6	1	043	1157	2214	1157	1186	1129	1157	2214	3371	029	171	043	1100
7 OR MORE	0	050	0100	1150	1150	1125	0100	0100	1225	1125	3650	0100	025	075
SPIRITS/LIQUOR PAST 7 DAYS														
1-3	12	13110	12103	14113	15128	13108	14114	15123	14120	15123	15123	1194	13104	18146
4-6	4	4111	397	6157	5151	4114	391	6157	7189	8220	7197	5137	4117	4114
7 OR MORE	2	3118	2100	4168	5241	268	291	4173	6291	4200	3132	5218	3127	3136

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FAST FOOD PAST MONTH																													
1-2 TIMES	41	34	84	42	102	46	111	47	114	45	109	46	113	43	104	43	105	46	111	42	103	44	107	39	95	47	114		
3 OR MORE TIMES	17	11	66	15	86	16	95	18	108	17	102	22	127	23	135	22	132	26	152	25	149	16	95	16	95	24	144		
BED/MATTRESS STORES PAST 12 MONTHS																													
YES	11	11	104	11	101	11	100	12	112	12	114	12	107	12	110	12	116	13	120	11	100	9	79	11	107	14	131		
GARDEN/CRAFT STORES PAST 12 MOS																													
YES	39	49	126	46	117	41	104	44	112	42	106	37	94	36	92	42	107	46	118	42	108	33	85	46	117	43	110		
HOME BUILDING / IMPROVEMENT STORES PAST 12 MOS																													
YES	52	61	118	58	111	59	114	64	124	53	103	51	98	62	120	68	130	62	120	68	131	58	111	62	120	62	120		
HOME DÉCOR STORES PAST 12 MONTHS																													
YES	33	36	107	38	116	32	97	36	109	40	121	39	119	31	92	33	101	38	116	35	107	22	66	34	102	50	150		
PET STORES PAST 12 MOS																													
YES	34	33	96	39	114	40	117	43	125	39	114	40	117	43	128	42	125	50	148	38	113	28	82	34	101	44	129		
TOY STORES PAST 12 MOS																													
YES	27	25	94	28	104	26	96	29	108	33	125	34	128	27	101	27	99	37	138	34	125	17	65	25	92	39	147		
WAREHOUSE/BIG BOX STORES PAST 12 MOS																													
YES	56	61	110	63	113	56	100	63	113	65	117	60	109	59	106	60	108	64	115	67	121	46	82	59	107	83	149		
COSMETICS & FRAGRANCES PAST 12 MONTHS																													
LESS THAN \$500	40	41	103	46	117	40	102	39	99	48	122	46	115	35	88	36	91	41	103	31	79	34	86	39	97	51	129		
\$500 - \$999	3	3	90	4	123	3	87	3	90	4	126	6	181	2	58	2	52	3	106	1	42	1	32	3	87	4	129		
\$1000 OR MORE	1	0	57	1	114	0	57	0	57	1	157	2	243	0	43	1	86	2	286	0	14	0	29	1	114	1	71		
FURNITURE PAST 12 MONTHS																													
LESS THAN \$500	13	13	102	12	98	11	90	13	104	13	103	16	127	14	113	12	97	16	128	16	127	10	82	10	80	20	162		
\$500 - \$999	4	4	102	5	109	4	95	6	133	5	123	5	114	6	149	5	126	5	119	6	137	3	63	4	98	8	177		
\$1000 OR MORE	6	7	102	7	108	7	108	7	105	8	125	7	108	7	103	8	130	9	134	8	125	5	72	8	128	10	158		
SPORTING GOODS PAST 12 MONTHS																													
LESS THAN \$500	28	27	95	26	91	26	92	30	106	33	118	33	116	32	113	31	110	35	123	40	143	22	78	23	83	44	157		
\$500 - \$999	4	4	95	3	72	4	93	5	107	5	119	6	135	5	126	5	107	7	167	11	244	4	91	4	102	6	147		
\$1000 OR MORE	2	2	91	2	86	2	77	2	95	2	109	3	136	3	150	2	73	4	164	6	273	1	64	2	91	2	105		
HOME IMPROV/RENOVATION SPENDING PST 2 YRS																													
UNDER \$1000	18	21	116	20	111	20	112	19	104	18	101	18	98	17	96	22	120	22	122	17	95	20	114	22	120	18	102		
\$1000 - \$2499	11	13	120	13	120	12	113	12	106	13	119	10	92	15	138	12	112	13	122	14	131	12	113	13	119	11	102		
\$2500 - \$4999	8	10	122	10	120	9	113	12	145	11	128	9	111	10	117	11	133	9	105	10	119	9	113	11	130	14	163		
\$5000 - \$9999	9	11	126	10	116	10	120	11	127	10	121	7	86	10	120	12	141	8	98	9	102	10	115	10	116	12	140		
\$10000 OR MORE	13	16	123	14	106	13	99	15	115	14	108	13	98	17	130	14	109	15	112	20	150	14	105	17	131	20	152		
IN OWN PROVINCE (PERSONAL) PAST 12 MONTHS																													
YES	41	46	111	42	102	45	108	44	107	40	97	39	95	44	107	45	109	48	115	47	114	49	119	38	91	44	107		

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OUTSIDE PROVINCE, IN CANADA (PERSONAL) PAST 12 MOS	28																										
YES		31	110	27	97	33	119	30	108	23	82	27	98	26	94	31	109	34	122	30	107	33	116	26	92	16	56
KILOMETRES DRIVEN PER YEAR	26																										
1-9,999KM		31	118	30	114	25	98	23	88	25	94	21	82	18	70	22	85	19	73	16	62	34	132	25	95	12	47
10,000-19,999KM	24	26	108	27	115	26	111	27	113	29	121	29	122	27	116	30	126	25	104	31	132	22	93	24	101	34	143
20,000-29,999KM	13	13	99	14	103	18	137	18	135	18	133	16	124	21	158	17	125	22	163	21	157	16	121	20	148	27	201
30,000 KM+	7	7	106	8	113	12	180	12	167	9	126	9	136	14	209	12	180	15	217	15	220	12	172	11	162	12	170
HOME OWNERSHIP	59																										
OWN		76	128	70	118	68	114	67	113	64	107	53	90	62	105	67	113	54	91	65	110	78	131	78	131	67	113
RENT	13	12	92	14	104	12	89	15	111	14	105	16	117	19	139	14	102	19	144	11	81	7	55	9	69	17	124
WORK COMMUTE	40																										
PRIVATE VEHICLE		31	78	47	118	52	132	55	138	55	138	59	148	62	155	60	150	60	151	54	136	37	94	44	110	75	188